

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product PRIORITIES USA ACTIO

Estimate# 1519

Buyer CASEY BESSETTE

Phone#

Fax#

Agency () MUNDY KATOWITZ MEDIA

1322 G ST SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 321/340/1519

Flight Dates 08/07/2012 - 08/13/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	08/07-08/13	1P-2P	DIVORCE COURT	:60	\$170.00	TU-F,M	1	1	1	\$170.00
2	08/07-08/13	2P-3P	JUDGE J BROWN	:60	\$200.00	TU-F,M	3	1	3	\$600.00
3	08/07-08/13	630P-7P	2.5 MEN	:30	\$550.00	TU-F,M	2	1	2	\$1,100.00
4	08/07-08/13	10P-11P	NEWS	:30	\$850.00	TU-F,M	2	1	2	\$1,700.00
5	08/11-08/11	1P-3P	SAT MOVIE	:30	\$35.00	SA	1	1	1	\$35.00
6	08/12-08/12	11P-1130P	BIG BANG	:30	\$275.00	SU	1	1	1	\$275.00

---REPORT TOTALS---

Report Totals: 10 / \$3,880.00

---SALES MONTHLY TOTALS---

Aug 12: 10 / \$3,880.00
Sales Totals: 10 / \$3,880.00
Station Totals: 10 / \$3,880.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$43,111	CABL	0%	KDKA	27%	UNKN	0%	WPCW	2%	WPGH	9%
		WPMY	2%	WPXI	33%	WTAE	27%				

Books null

Demos RA35+